

CORE VALUES

Understanding your own Core Values and making sure they're aligned with your Brand Values will give you confidence, strength and a solid foundation to stand on. It also enables you to produce stronger video content, much quicker.

🗨️ MAKE USE OF THE **CORE VALUE** TOOL BELOW

Today we will be looking at your business foundation, we're not looking at the video strategy just yet. Why is this?

To make sure that you can go out with engaging videos that will give you a return on your time and money investment, we need to look at some fundamental elements of both you and your brand, and we're going to start with your personal core values.

This will help you to:

- 1) Clarify your Visual Persona
- 2) Give a more confident impression
- 3) Speak with more authority
- 4) Create longevity for you and your brand

PERSONAL CORE VALUES:

What are the most important values in your life, that have an impact on you, your health and happiness, your relationships and the way you approach other people?

Can you apply these values to your business, so you can remain confident and happy, and ensure you and your business stay aligned?

This will create a stronger bond between you and your brand, it will be quicker and easier for you to know where you stand and make decisions, your brand will be more congruent, and you will speak with a stronger and more confident voice.

You can also exclude things, events and people that don't resonate with your values.

Here are some examples of Core Values:

Loyalty, Honesty, Flexibility, Transparency, Commitment, Reliability, Open-mindedness, Efficiency

But it can also be:

Health, joy, harmony, freedom, creativity, justice, curiosity, humour, adventure, beauty, sustainability, organic, flexibility, kindness, trust

You can search for more core values online and see what resonates with you.

WRITTEN TASK: list 10 of your most important personal core values

It can be really interesting to write them down on separate post-it notes and put them up in order on a wall, the top being the most important. You can re-shuffle and see what should be top and what order to line them up in.

For me "Health" is top, as this is the foundation for everything else.)

1:

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